

DAFTAR ISI

ABSTRAK.....	i
ABSTRACT.....	ii
PERSETUJUAN	iii
PENGESAHAN.....	iv
PERNYATAAN	v
KATA PENGANTAR.....	vi
DAFTAR ISI.....	x
DAFTAR TABEL	xvi
DAFTAR GAMBAR.....	xvii
DAFTAR BAGAN	xviii
DAFTAR LAMPIRAN	xix
RIWAYAT HIDUP.....	xx
MOTTO.....	xxi
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang Penelitian.....	1
1.2 Fokus Penelitian.....	6
1.3 Tujuan Penelitian	6
1.4 Kegunaan Penelitian.....	7
1.4.1 Kegunaan Teoritis	7
1.4.2 Kegunaan Praktis.....	7
1.4.2.1 Kegunaan Bagi Peneliti.....	7

1.4.2.2 Kegunaan Bagi Akademik.....	7
1.4.2.3 Kegunaan Bagi Perusahaan	8
1.5 Tinjauan Pustaka	8
1.5.1 Hasil Penelitian Terdahulu.....	8
1.5.2 Landasan Pemikiran	18
1.5.2.1 <i>Public Realations</i>	18
1.5.2.2 <i>Marketing Public Relations</i>	22
1.5.2.3 Konsep <i>Pull, Push, Pass Strategy</i>	23
1.5.2.4 <i>Sales Promotion Girl</i>	25
1.6 Langkah-Langkah Penelitian	26
1.6.1 Lokasi Penelitian	26
1.6.2 Paradigma Penelitian	26
1.6.3 Pendekatan Penelitian.....	27
1.6.4 Metode Penelitian.....	28
1.6.5 Jenis Data Dan Sumber Data	29
1.6.5.1 Primer.....	29
1.6.5.2 Sekunder.....	29
1.6.6 Teknik Pemilihan Informan	30
1.6.7 Teknik Pengumpulan Data.....	31
1.6.7.1 Observasi Atau Pengamatan Lapangan (<i>Field Observation</i>).....	31
1.6.7.2 Wawancara	31
1.6.8 Teknik Analisis Data	32
1.6.9 Jadwal Penelitian.....	33

BAB II KAJIAN PUSTAKA	34
2.1 <i>Public Relations</i>	34
2.1.1 Definisi <i>Public Relations</i>	34
2.1.2 Tujuan <i>Public Relations</i>	37
2.1.3 Fungsi <i>Public Relations</i>	38
2.1.4 Proses <i>Public Relations</i>	39
2.2 <i>Marketing Public Relations</i>	40
2.2.1 Definisi <i>Marketing Public Relations</i>	40
2.2.2 Peranan <i>Marketing Public Relations</i>	44
2.2.3 Tujuan <i>Marketing Public Relations</i>	47
2.2.4 Strategi <i>Marketing Public Relations</i>	48
2.2.4.1 <i>Pull Strategy</i>	49
2.2.4.2 <i>Push Strategy</i>	53
2.2.4.3 <i>Pass Strategy</i>	54
2.3 <i>Personal Image</i>	56
2.4 <i>Sales Promotion Girl</i>	58
2.4.1 Kemampuan Yang Harus Dimiliki Seorang <i>Sales Promotion Girl</i>	60
BAB III HASIL PENELITIAN DAN PEMBAHASAN.....	62
3.1 Gambaran Umum Lokasi Penelitian	62
3.1.1 Sejarah PT Siloam Motor	62
3.1.2 Visi dan Misi PT Siloam Motor	63
3.1.2.1 Visi PT Siloam Motor	63
3.1.2.2 Misi PT Siloam Motor	63

3.1.2.3 Nilai Falsafah Dan Legal Perusahaan	63
3.1.2.4 Logo PT Siloam Motor	64
3.1.3 Struktur Organisasi PT Siloam Motor	64
3.1.3.1 Kepala Cabang.....	65
3.1.3.2 Kepala Bengkel.....	66
3.1.3.3 <i>Manager Part</i>	66
3.1.3.4 <i>Supervisor</i>	67
3.1.3.5 <i>Service Advisor</i>	68
3.1.3.6 <i>After Sales Service Manager</i>	68
3.1.3.7 <i>Human Resources Manager Development Manager</i>	69
3.1.3.8 <i>Partman</i>	69
3.1.3.9 Administrasi	70
3.1.3.10 Kepala Regu	70
3.1.3.11 Mekanik.....	71
3.1.3.12 Kasir	71
3.1.3.13 <i>Sales Promotion</i>	72
3.1.3.14 <i>Sales Counter</i>	72
3.1.4 Prestasi yang Diraih oleh PT Siloam Motor	73
3.1.5 Profil Informan.....	73
3.2 Hasil Penelitian	75
3.2.1 <i>Pull Strategy Marketing Public Relations Melalui Personal Image Sales</i>	
<i>Promotion Girl</i>	76
3.2.1.1 Prospek.....	77

3.2.1.2 Presentasi.....	78
3.2.1.3 Iklan Media Sosial	79
3.2.1.4 Gali Motif	80
3.2.2 <i>Push Strategy Marketing Public Relations Melalui Personal Image Sales</i>	
<i>Promotion Girl</i>	81
3.2.2.1 Media Tours.....	82
3.2.2.2 Test Drive	83
3.2.2.3 Delivery Order	84
3.2.2.4 Follow Up.....	84
3.2.3 <i>Pass Strategy Marketing Public Relations melalui Personal Image Sales</i>	
<i>Promotion Girl</i>	86
3.2.3.1 Showroom Event	86
3.2.3.2 Carnaval	87
3.2.3.3 Car Free Day.....	88
3.2.3.4 Komunitas	89
3.3 Pembahasan	93
3.3.1 <i>Pull Strategy Marketing Public Relations Melalui Personal Image Sales</i>	
<i>Promotion Girl</i>	94
3.3.2 <i>Push Strategy Marketing Public Relations Melalui Personal Image Sales</i>	
<i>Promotion Girl</i>	97
3.3.3 <i>Pass Strategy Marketing Public Relations Melalui Personal Image Sales</i>	
<i>Promotion Girl</i>	102

BAB IV KESIMPULAN DAN SARAN.....	105
---	------------

4.1 Simpulan.....	105
-------------------	-----

4.2 Saran.....	106
----------------	-----

DAFTAR PUSTAKA

LAMPIRAN



DAFTAR TABEL

Tabel 1.1	Penelitian Terdahulu	14
Tabel 1.2	Jadwal Penelitian	33
Tabel 2.1	Konsep <i>Three Ways Srtategy</i>	56
Tabel 3.1	Profil Informan	74



DAFTAR GAMBAR

Gambar 3.1	Logo PT Siloam Motor	64
------------	----------------------	----



DAFTAR BAGAN

3.1	Bagan Struktur Organisasi PT Siloam Motor	65
3.2	<i>Pull Strategy Marketing Public Relations</i> melalui <i>Personal Image Sales Promotion Girl</i>	81
3.3	<i>Push Strategy Marketing Public Relations</i> melalui <i>Personal Image Sales Promotion Girl</i>	86
3.4	<i>Pass Strategy Marketing Public Relations</i> melalui <i>Personal Image Sales Promotion Girl</i>	90
3.5	Hasil Penelitian <i>Strategy Marketing Public Relations</i> melalui <i>Personal Image Sales Promotion Girl</i>	92



DAFTAR LAMPIRAN

- Lampiran 1 Surat Pengajuan Izin Penelitian
- Lampiran 2 Surat Balasan PT Siloam Motor
- Lampiran 3 Data Proses Bimbingan Skripsi
- Lampiran 4 Pedoman Wawancara
- Lampiran 5 Dokumentasi

